

QUILL

THE QUILL FOR WITERS, EDITORS AND PUBLISHERS



On the Record

"**N**O man begrudges advancement in his profession. Rather, he constantly hopes for it, regardless of his position. Yet, often he neglects doing the things which offer the best channels to advancement.

"Likewise, an employer often hires the man who is close at hand, although not qualified, because he neglects to look in the right place for the right man."

Those two paragraphs, lifted from *The Sigma Delta Chi Synoptic** of 1937 briefly and concisely tell why the Personnel Bureau existed then, and why it continues to exist and serve today.

Four years after the fraternity was founded, the formation of an employment agency, advocated by Laurence Sloan, was already a dream. In 1916 when Frank Mason became vice-president, he was appointed to handle the new employment bureau as well as expansion. The project took hazy form and in wakeful periods was securing a job for a member now and then. But it remained a dream for the most part until 1925.

In that year, Robert Tarr, then in Detroit, (later to become a national president) was put in full charge of the bureau; Ward Neff (another past president) offered to print all the necessary forms in his publishing plant in Chicago and to wait until the bureau actually had revenue before presenting his bills; officers loaned a considerable amount of cash to the bureau; and Tarr and President George Pierrot spent hours going over plans and operations of similar agencies and selecting the best features of each.

On August 1, 1925, the "Sigma Delta Chi Personnel Bureau" started operations officially. The September *QUILL* reported that the idea had taken hold so well that there were more jobs listed with the Bureau than there were men to fill them.

The fact that the Bureau was in the strategic position of having college-trained and dependable registrants, appealed to employers strongly. The success of the Bureau appeared assured. Expenses were very low—as low as \$5 a month, after the original installation. A half dozen placements would meet the expenses of printing and other costs. After that, President Pierrot hoped the additional income might prove sufficient to establish the national headquarters with a paid secretary, to aid *THE QUILL*, to provide conventions with important speakers of prominence. Lack of funds had prevented such expansion earlier.

*Established in 1932. *The Synoptic*, a tabloid newspaper, printed news about members, chapter activities and fraternity matters in general. Its slogan was "A synoptic of the present—an eye to the future." It ceased publication with Volume V No. 2, dated Nov. 4, 1937.

THE basic plans for the Bureau inaugurated at that time remain in effect today. They called for the registration fee of \$1 from each member who wished his name on the rolls, and for collection from him of ten per cent of his salary for his first twelve weeks in a position the Bureau obtained for him.

Today, the Personnel Bureau operates as a selective placement service on a nation-wide basis for members and employers in general. Undergraduate members have this service available to them for a two-year period immediately after graduation. At any time after the expiration of this period, members may renew their registration with payment of \$1.

Professional members upon initiation also have automatically paid a registration fee of \$1 which was included in the membership fee. The Personnel Bureau services are available to them likewise for a period of two years but commencing with their date of initiation. They, too, can renew their registration any time after expiration.

Registration with the Bureau is not automatic, but members must request a registration form and return it with all the information about themselves that employers wish to know.

Every registrant is considered for each opening reported to the Bureau. When the registration form of a member is received, the information is transferred to a card which is placed in a classified file according to the type of job for which he is qualified and in which he is interested. Cross filing prevents overlooking a man qualified and interested in more than one field.

THE Bureau may hear of the type of job the registrant seeks shortly after he is registered. Recently, an employer listed an opening with the Bureau. Within an hour, a member registered, was recommended for the position, interviewed and hired.

The process does not always move that swiftly. Sometimes it takes months before the right job can be discovered. Even if the registrant does not hear from the Bureau it does not mean that he has been forgotten. Quite frequently employers wish to see transcripts giving his personal, educational, experience record with photograph and samples of work before communicating with prospective employees. Whenever possible, the member is put in direct touch with the employer. The members' record card in the office carries notations of each opening for which he was recommended.

The Personnel Bureau quite naturally cannot and does not promise a job or a definite number of recommendations to employers. The number of jobs open depends upon the loyalty of members who are employers and most of all employment conditions in the field.

The Personnel Bureau is a non-profit service for members of the fraternity. It

serves employers whether of the fraternity or not. Every time the Bureau places a man in a job and satisfies the employer, that employer comes back the next time he has an opening. As one employer wrote recently: "Several years ago your organization was very helpful to me in another similar need, and I would appreciate your cooperation now. . . ."

On the other hand, the employer may be a member who secured his first job through the bureau as this one did: "Just about 20 years ago I landed the job which started me on the way to newspaper ownership by answering a letter the Personnel Bureau sent me after receiving one similar to this, and am hoping that this letter will mean as much to someone as that one did to me."

The average employer sets up fairly rigid requirements. Qualifications of registrants important to most employers include: professional experience, education, journalism experience while in college.

Sometimes the geographical location of employment is a factor. Salary requirements are important. An employer the other day stated that the man he wanted to hire had to be married and have one or more children. Finding the right man for the right job is not always an easy task.

THE \$1 fee which registrants pay actually doesn't begin to pay the cost of registration, building and maintaining a file, postage and the other expenses involved. Even with the income from placement fees the Personnel Bureau does not entirely pay its way. Deficits are made up from other fraternity funds.

The National Headquarters staff which consists of the Executive Director and two women assistants is responsible for all the many phases of the fraternity's activity, including the Personnel Bureau. This staff cannot devote full time to the Personnel Bureau but it does as much as possible in serving members and employers.

The Bureau's record over the years has been good, attested to by such statements as this one: "You will be interested in the fact that we have employed Mr. . . . recently sent to us by your Bureau. Thanks very much for sending so high-type a man to us."

And like the Bureau's founders nearly some twenty-five years ago, it has dreams, too . . . dreams of expanding and improving its service to professional journalism.

Members who feel that the opportunities for advancement in their profession do not exist in their present situation should avail themselves of the Bureau's services. To hire a staff to be on the alert for job possibilities at only fifty cents a year is more than reasonable.

Due to insufficient registrations during the past year, The Bureau was unable to fill \$455,222 worth of employment listed with it. These positions carried salaries ranging from \$2,330 to \$12,000 a year, and located from Shanghai to Chicago.

The report in the August 1, 1925, issue of *THE QUILL* holds true today: "There are more jobs listed with the Bureau than there are men registered to fill them."

A lot of questions you may have been asking about The Personnel Bureau have been answered in this column . . . we hope.

Victor E. Bluedorn.

THE QUILL for June, 1948

THE QUILL

A Magazine for Writers, Editors and Publishers

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To 5,000 June Graduates

THIS is June and commencement day for an all-time bumper crop of journalism graduates. Dwight Bentel estimated recently in the *Editor & Publisher* that this year American journalism courses will graduate 5,000 young men and women. This will be the largest group, by two-thirds, ever to storm the nation's editorial offices.

Bentel based his estimate on enrollment in journalism classes. Records of the 71 major schools and departments across the country show more than 18,000 students this year. Exact figures are not available on minor college journalism enrollment but it is conservatively estimated to be large enough to bring the total to 25,000. Journalism graduating classes are normally 20 per cent of total enrollment.

Previous experience indicates that half the graduates will seek newspaper jobs. Fifteen to twenty per cent will try to enter advertising. Magazines, radio, public relations, teaching (including graduate study) will absorb another 15 per cent. The remainder will marry (if co-eds) or take non-journalistic jobs.

A PICTURE of 5,000 graduates "storming" editorial front offices is not quite accurate. Most of them will get jobs without that much campaigning. Last year the better journalism schools could have placed two to five times their output. That bull market on young journalists has tapered off but it appears that most of this year's graduates—and all the promising ones—will get their job.

How long this happy situation will continue is anybody's guess. Recent students of journalism have been the beneficiaries of a war lag. During those years editorial staffs fell below par and far fewer newcomers were trained. There has also been considerable recent expansion in radio stations, trade journals and public relations setups.

It is very unlikely, however, that many more newspapers will be established, whatever the level of general prosperity. Nor is it likely that existing newspapers, as salaries and other costs rise, will increase editorial staffs. Yet figures on job preference show the newspaper is the average young journalist's first love in a career. What's the answer next year or ten years hence?

One answer is pretty obvious. Formal training is going to count more heavily than ever in getting a newspaper or similar job. The men who hire for the press tend more and more to choose the journalism school

product.

The wiser editors also want adequate cultural background in a reporter as well as specialized training. They know that journalism needs the whole man as our better liberal arts educators conceive him. To give the press both, education for journalism is likely to become more and more an advanced or graduate course.

But formal education—even a professional doctorate in journalism if there were such a degree—can do no more than equip a man for a beginner's job and give him a crude road map for the career to follow. After June, these 5,000 graduates will be on their own, both in holding that first job and making it a better one.

SUCCESS in journalism demands many qualities and aptitudes but basic to all of it is writing. And competent writing, like certain other arts, can only be learned the hard way—by writing. The QUILL would like to recommend Bernard DeVoto's "Easy Chair" in the April *Harper's Magazine* for some sound, if stern, advice on writing.

Novelist, historian, critic and editor, DeVoto also practices journalism at its best. Speaking specifically of the long odds against major magazine publication of a manuscript by a beginner, he said:

"It may be, though I think otherwise, that genius needs neither skill nor the apprenticeship that develops it. But genius is rarer than the ads of publishers announce and far rarer than the young who think they have it confidently assume. For all others the law is absolute: no good writing without apprenticeship.

"Occasionally the apprenticeship may be short but usually it is long, painful, and exceedingly hard. It is so hard that, besides a myriad of bad writers, some potentially good ones give up in disappointment before they can complete it. A writer needs years of the daily discipline of the desk before he can say anything well enough so that in a third or fourth revision it will passably represent what he wants it to and will be sufficiently clear for a reader to get what he means."

And another gem of advice to youth:

"Whatever his age in years, a writer is still young so long as he feels his work as an enhancement of himself. He is essentially frivolous about writing: it is a setting for or an adornment of his ego. A mature writer is one whom experience and reality have taught to subordinate himself to the job. His discipline is to determine the implicit requirements of the job and then to do it wholly in terms of those requirements, disregarding everything else, disregarding himself most of all."

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'A Mother's Tragedy' Photo Wins Top E&P Contest Prize

Judges Pick Drowning Scene As Best 1947 News Picture

FREELANCE photographers were out of the running in the NINTH ANNUAL EDITOR & PUBLISHER NEWS PHOTO CONTEST, in the opinion of the same five judges who last year honored them for having taken two out of the three best news pictures. During the past year, professional news photographers once more asserted themselves as leading lensmen, with PAUL CALVERT of the Los Angeles (Calif.) Times pacing fellow craftsmen. His "A Mother's Tragedy" was awarded the first prize of \$150. His poignant scene at a California art show shows a woman walking her

legs, suddenly hoisted one of her own legs up on the table and asked, "What's she got that I haven't got?" The first, second and third place winners were serviced by the Associated Press. The following six pictures received honorable mentions and were rated by the judges as having equal merit: "Post Polio Trium"

cover as a red steer goes on a rampage through the streets.

"Record"

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Photo by Paul Calvert, Los Angeles Times.



Photo by Jack Teehan, Keene (N.H.) Evening Sentinel.



Photo by Walter Kelleher, New York Daily News.

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SPEAKS FOR RADIO—Robert K. Richards, public relations director for NAB who tells why broadcasters seek reversal of "Mayflower" decision.

WHEN those who drafted the Constitution wrote the First Amendment, they said:

"The Congress shall enact no law . . . abridging the freedom of the speech; . . . the freedom of the press . . . etc."

That document itself entered the knowledge of the people through the art of printing. No commentator or newscaster, speaking from Washington, told the listeners of the states that they had been united into one nation, "indivisible."

There was no radio.

Of those who signed the Constitution, perhaps only Benjamin Franklin, who possessed limited intelligence about electricity, could possibly have envisioned a medium which transmitted news through the air.

If Mr. Franklin dreamed of this possibility, he did not mention his dream.

Yet these men did say that there should be no act on the part of government which should limit the free speech of the people who elected that government.

There was no qualification. The Constitution does not say freedom of speech "via a megaphone" or "from the rooftops," nor does it limit the expression of such free speech by defining the scope of any assembly which might hear it.

DURING the recent sessions of the American Society of Newspaper Editors in Washington, at which the retiring president, N. R. Howard of the Cleveland News, had much to say about a free press, it was interesting (and may we say challenging) to read the newspaper coverage of the noble phrases spoken in behalf of free expression "throughout the world."

As those ASNE sessions were getting under way, in Washington, hearings were being held about a half mile from the

First Amendment Apply to Air?

Radio Pleads Its Case For Freedom of Opinion

By ROBERT K. RICHARDS

editors' convention hotel by a federal agency which, by dictum, had inveighed against free speech.

The Federal Communications Commission, which licenses all broadcasting stations in the United States and its possessions, had ruled in 1941 that no broadcasting station "could be an advocate" on a public issue.

This was in a licensing proceeding which came to be known as the "Mayflower Case." Briefly, the FCC had issued an opinion in the case of the Mayflower Broadcasting Corporation which involved conflicting applications by Mayflower and the Yankee Network (New England Station WAAB). The Commission denied Mayflower's application on the ground that it was not financially qualified to operate a broadcasting station and had made misrepresentations of fact to the Commission.

Which might have been all well and good.

But it was found also by this federal agency that Yankee Network's WAAB had followed the practice of broadcasting "so-called editorials" from time to time urging the election of various candidates for political office or supporting one side or another of various questions in public controversy.

"In these editorials," stated the Commission, "which were delivered by the ed-

itor-in-chief of the station's news service, no pretense was made at objective, impartial reporting. It was clear—indeed, the station seems to have taken pride in the fact—that the purpose of these editorials was to win public support for some person or view favored by those in control of the station."

Before you applaud the government's action in this case, supplant the word "newspaper" for "station" in the paragraph above. Assuming the logic of such a substitution, it would develop that a federal agency could determine that a newspaper was culpable for having expressed an opinion.

WHAT, precisely, is the difference between a publication called the News stating its editorial opinion in our democracy and a radio station called WENS (which is anagrammatically the same thing) expressing its editorial opinion?

If you are dubious, you will immediately say: "Why, the radio station is licensed by the government. There are only so many frequencies available, so there can be only so many stations. Anybody can start a newspaper."

Anybody with enough money. And that's precisely the case now in radio. Ten years ago, there may have been some logic

[Continued on Page 10]

PROBABLY not even Ben Franklin, a scientific genius for his time, dreamed of anything remotely approaching the air waves when the Founding Fathers devised the first amendment to the Constitution to guarantee free speech and free press. But radio is both spoken and, by modern definition, a branch of the press. Broadcasters recently appealed to Uncle Sam to reverse the Mayflower case decision which in effect limited radio's right to editorialize.

In this article Robert K. Richards frankly pleads radio's case. He is director of public relations for the National Association of Broadcasters and lays no claim to neutrality. But in a letter to The Quill he expressed the hope that the magazine, in the interest of free speech, would also give space to any competent spokesman for those who believe that a radio station should not be "an advocate" on a public issue.

The breadth of Richards' own experience certainly makes him a competent spokesman for his view. He has been a newspaperman (Cincinnati Post), an advertising man and newscaster and production executive for such Ohio stations as WAIU, WCPO and WSPD. For two war years he was assistant to the radio director of the Office of Censorship. Prior to joining the NAB he was editorial director of Broadcasting. An Ohio State graduate in journalism, he edited the Daily Lantern and became a Sigma Delta Chi as an undergraduate.

Develop Radio "Documentary"

Minneapolis Newsmen Win Wide Acclaim

By EDWIN EMERY

THIS Spring two Minneapolis radio newsmen spent two weeks touring the deserts and mountains of Arizona and New Mexico, crawling along slippery back roads that lead to the isolated areas called reservations.

They were there on editorial assignment, to report first-hand the plight of the American Indian. Out of this trip, months more of intensive research, and uncounted hours of writing and producing, came a nationwide Columbia Broadcasting System documentary program. Why two radio newsmen from Minneapolis?

Because at the CBS station there, WCCO, a little group of trained reporters, writers and interpreters of the news has won national recognition for its intelligent, skillful and convincing use of the radio documentary as a journalistic medium.

These one-time newspapermen and graduates of the University of Minnesota School of Journalism had been brought together as the WCCO radio news staff. And they handled the news exceedingly well, combining their talents with the newscasting ability of Cedric Adams (Minnesota '28), Minneapolis *Star* columnist, to win the highest Hooper rating for any locally produced radio show in the country.

But they became more and more interested in using the radio documentary as a means of interpreting contemporary problems, in the manner which newspapers have developed news interpretation during the past two decades, but adding dramatization to backgrounding and research.

THIS February, Ralph T. Backlund (Minnesota '40) and Ralph K. Andrist (Minnesota Professional '48), won honorable mention citations and \$100 in the 1947 Heywood Broun Memorial Award contest of the American Newspaper Guild for writing WCCO's six-program documentary on racial discrimination, "Neither Free Nor Equal."

With Sig Mickelson (Minnesota Graduate '38), director of WCCO's department of news and special events, they also won the 1948 award of the National Conference of Christians and Jews for the radio program doing most toward promoting better human relations.

Variety magazine joined in the citations in March by giving "Neither Free Nor Equal" its top national award for fostering racial understanding. Another WCCO documentary, "As the Twig Is Bent," a program on juvenile delinquency, also received a citation from *Variety*.

Broun Award judges said Backlund and Andrist narrowly missed the first place rating, given Bert Andrews of the New York *Herald Tribune* for his exposé



AUTHOR—Edwin Emery, Minnesota journalism teacher who tells this story of station WCCO's news documentary team.

of the State Department's method of dismissing employees for security reasons without letting them know the charges. As it was, the WCCO documentary was the first radio journalism entry to win recognition in the annual Guild contest.

Radio commentator William L. Shirer, one of the judges, declared:

"These programs showed what radio can do when the station management has guts and a couple of writers have both integrity and imagination. I have never read a script that was better written, or more professionally handled, than this script from a radio news room in Minneapolis."

With that, CBS bowed low, and assigned Mickelson, Backlund and Andrist to the job of preparing the national network doc-

umentary on the American Indian, to originate from Minneapolis late in May—the first such program to be developed outside New York.

This is a crew well-fitted to its job by previous experience. Backlund worked for the Ortonville, Minn., *Independent* from the time of his graduation from Minnesota in 1940 until he entered the army in 1942 to serve as a lieutenant in Italy. He won magna cum laude honors with his journalism degree, as did Andrist, who did editorial and public relations work for social agencies and the government before becoming a Navy lieutenant.

Mickelson, who took his M.A. degree in journalism at Minnesota in 1940, served as assistant professor of journalism there before joining WCCO. Previously, he worked for the Sioux Falls, S. D., *Argus Leader* and taught at Louisiana State and the University of Kansas.

OUT of the service and into radio news work, Backlund and Andrist during the winter of 1946-47 were writing a series of Sunday morning news documentary programs known as "Northwest News Parade." It was a half-hour show dramatizing significant news events in the Northwest country that had won first award from the Institute for Education by Radio conference at Ohio State University.

That winter, Carey McWilliams asserted in a magazine article that "Minneapolis might truthfully be called the capital of anti-Semitism in America." Out of the controversy that followed came the announcement of the Minneapolis Community Self-Survey—an attempt by municipal, civic and social agencies to discover the truth about racial and religious relationships in the city.

Andrist and Backlund, as well as Mickelson and other staff members, became convinced that here was a problem which should be met by radio along with other journalistic media. They experimented with brief presentations in "Northwest News Parade," and then began to plan a full series on prejudice and discrimination.

NEWSPAPERS and magazines have long used the special feature, with or without pictures, to pull together and dramatize events or trends of more than passing significance. The motion picture, in such documentaries as "The March of Time," has done a similar job in celluloid and sound. Now comes the "radio news documentary" to parallel these media on the air.

Three Minneapolis radio news men have done an especially notable job with the radio documentary. Their script on racial discrimination, "Neither Free nor Equal," won for them and their station, WCCO, several national awards, including the first Heywood Broun citation given by the American Newspaper Guild to a radio news performance.

Edwin Emery, newspaperman and teacher, tells this story of Sig Mickelson, Ralph Backlund and Ralph Andrist and their work. Emery attended the University of California where he edited the *Daily Californian* and later took his Ph.D. in history.

His newspaper experience included nearly three years with the United Press in San Francisco where he was acting bureau manager in 1945. He now teaches at the University of Minnesota where, like the men of whom he writes, he was elected to Sigma Delta Chi.



RADIO NEWS DOCUMENTARY TEAM—Seated at his typewriter is Ralph K. Andrist who with Ralph T. Backlund (far right) wrote the radio news series on racial discrimination, "Neither Free Nor Equal," which won national honors for them and their station WCCO of Minneapolis. Standing between them is Sig Mickelson, WCCO news director. Seated at left is Bob Sutton, director of the programs.

Such a series, they knew, would have little value if the programs were platitudinous and vaguely general. The circumstances were right for radio to attack the problem for the first time on a community level, with material specifically local and factual in nature.

The station management agreed, and gave Mickelson and his writers a free hand to produce six half-hour shows on Wednesday evenings in the summer of 1947. Such an assignment for a 50,000-watt station with a primary listening area reaching into six states was a challenge to be met most carefully and energetically.

FIRST, conversations were started with representatives of interested Minnesota social and civic agencies. The organizations agreed that the proposed program series was a practical idea, and threw their support behind it. Most important, they opened their files of case histories to Andrist and Backlund.

During March, April and early May the two writers worked with these organizations and studied the case histories. Then they began their real reporting job, in which they sought to get a sound perspective on the underlying attitude of Northwest communities toward persons of differing racial, religious or national backgrounds.

For six weeks, Andrist and Backlund carefully watched reactions on streetcars, in stores and restaurants, where

Protestant whites came in contact with Catholics and Jews, or with different races such as negroes or Japanese-Americans. They deliberately promoted arguments in small gatherings in order to see what forms of prejudice were strongest.

Sometimes they got leads on individual cases of discrimination, which were carefully tracked down. The victims were interviewed, and asked to supply affidavits of their experiences as proof. Organizations and individuals who had been accused of discriminatory practices were asked to refute the charges if they could.

In addition, Andrist and Backlund talked to the heads of practically every social agency in the Twin Cities, and to numerous interested private citizens. They discussed public attitudes with university psychologists and sociologists.

OUT of it all came a mass of material offering appalling evidence of prejudice and discriminatory practices in the Northwest area. Accepting the basic premise that any form of discrimination for reasons of race, religion or nationality is indefensible, the writers went to work preparing their six shows, for presentation in July.

First they described the general pattern of discrimination in the Northwest. Then they took up employment discrimination and housing discrimination. The special problem of the Indian in those states formed the fourth program. The

fifth exposed some of the Northwest's most violent "hate merchants." The sixth told what is being done to alleviate these conditions.

The programs were frequently shocking and brutal in tone. But they were compelling and convincing because they made use of actual instances of discrimination uncovered by the writers. While names and addresses were rarely used, localized settings for dramatized incidents brought home the problem to the audience, and many listeners could readily identify some of the worst offenders.

Reaction to the series was satisfying. Some letters of complaint were received, but the vast majority expressed appreciation that radio had raised its voice to discuss a community problem. Other radio stations asked for transcriptions which they could study and in some instances re-broadcast.

In newspaper parlance, such a documentary might be called a special research series or "Sunday feature." Radio long ago demonstrated that its trained news editors could interest the daily flow of news. The documentary affords radio a highly dramatic means of digging deep into a news problem, of integrating connected events, and of interpreting the factual evidence in an effective journalistic manner. As such, the documentary will more and more become a vital part of radio's public service.



SPEAKS FOR CONSERVATION—Tarleton A. Jenkins, former city editor now information chief for a four state federal area, tells in this article what newspapers can do to help save our soil for a strong America.



CONSERVATION IN ACTION—Bill Durham (right), regional editor of one of the Texas farmers entered in his newspaper's "Save The Soil" named one of five outstanding young Texans in 1947 by the state

Texas Editor Sets Pace

Soil Conservation: Story That Challenges Reporter

By TARLETON A. JENKINS

AS a newspaperman now working for Uncle Sam I have cause to appreciate the value of newspaper help in doing any kind of a job requiring public cooperation. Recently one of our field men, commenting on the value of this kind of help, said that in his opinion the time he spent gathering information for the small group of papers in his area was, hour for hour, the most productive of his week's work. Others have told me the same thing.

The Soil Conservation Service stacks up in my mind as one of the minor government agencies with one of the major jobs to do. More than any other single program it depends upon voluntary cooperation by the men it is designed to help the most.

But inasmuch as every man, woman and child in the nation has a stake in the success of the program, and since it is going to be a factor in national security of increasing importance, it is a program which merits the attention of every conscientious editor in the United States.

Many editors and writing newspaper-

men have found in the soil conservation program an opportunity to pitch in and do some community-benefitting and soul-satisfying work. Others, I regret to say, have failed up to now to realize the opportunity or to appreciate the importance of keeping what is left of the nation's good soil in healthy, productive condition.

THE problem can be stated in simple terms. There are roughly 460 million acres of cultivated land left in the United States. About 70 million acres of this is too steep or too badly eroded to continue in cultivation. There are about 75 million acres in new land that can be put in profitable production with irrigation, with drainage or through the clearing of timberland that can be more profitably used in crop production. That adds up to 465 million acres of land which, aside from rangeland, must produce most of the food and fiber for the people of the United States.

Nutrition experts estimate that a human being needs the products from 2.5 acres to keep him healthy and strong. Our popu-

lation is increasing by more than a million persons a year. By 1970, the statisticians say, we will have 170,000,000 persons who must be fed and clothed from the 465,000,000 acres of cropland. That is just about enough land.

An editorial writer in a Texas paper recently expressed concern over the extent of erosion he had observed and forthrightly commented that something should be done about it. Ways, he wrote, should

WORLD food shortages today make tury pessimism about population when the editor of the Quill was expected to solve everything and soon. E acres were once considered inexhaustible assure the nation the food on which its fu The Soil Conservation Service, a vital in is described in this article by Tarleton A. agency with a major job to do." Newspa in spreading the gospel of soil conserv method of communication.

Jenkins ought to know for he is a former formation for the Soil Conservation Service and Louisiana. One on his staunchest su itor of the Fort Worth Press well known t paper has run a local soil conservation sp the whole great state of Texas.

Jenkins attended the University of Oklahoma City and Fort Worth and served Press. He left the newsroom in 1941 to a Chamber of Commerce. After several years take his present job. He is a member of the of the fraternity.



ional editor of the Fort Worth Press, discusses cover crops with
ve The Soil And Save Texas" contest. For this work Durham was
y the state junior chamber of commerce.



EDITOR LEADER IN PROGRAM—Walter Humphrey, former national president of Sigma Delta Chi, looks over his Fort Worth Press, a newspaper which has taken a lead in soil conservation and backed it with a state-wide contest.

be found to halt erosion and to maintain the fertility of land. Apparently he did not know that something is being done about it. The ways have been found to halt land destruction and to maintain soil productivity.

Some of these ways have been known for a long time. Others—some very important ones—have been developed since the founding of the U. S. Soil Conservation Service. True, there are still unsolved

may make Thomas Malthus and his 18th Century population look considerably less silly than Quill was an undergraduate and science was and soon. Even Uncle Sam whose boundless exhaustible must mend his farming habits to which its future depends.

, a vital instrument in the battle for nutrition, Carleton A. Jenkins as "a minor government New papers, he says, can help Uncle Sam l conservation as much or more than any

is a former newspaperman now chief of in- tion Service in Texas, Oklahoma, Arkansas unchest supporters is Walter Humphrey, ed- all known to Sigma Delta Chis, whose news- rvation sponsorship into a contest that covers

ty of Oklahoma, reported on newspapers in and served four years as city editor of the 1941 to direct publicity for the Fort Worth veral years as a Naval officer he returned to mber of the Fort Worth professional chapter

problems; but they are being attacked by scientists who know the business.

TEN years ago Arkansas and Oklahoma almost simultaneously passed laws authorizing the forming of soil conservation districts. Since then every state of the forty-eight, with the territories thrown in, have passed similar legislation, and now there are more than 1,900 of these districts in the United States.

They are subdivisions of state government, much like counties or school districts. They are set up by the voluntary action of farmers and ranchers who vote them in and who later elect a board, from among their number, to manage the affairs of the district.

The objective of these soil conservation districts is to bring about a stable soil condition, with soil productivity at its maximum. They have no taxing powers to raise money for equipment, fertilizer and seed. They ask for the voluntary action of the farmer or rancher and they can use the help of any federal, state or local agency or individual they can interest in their program.

They naturally get much assistance from the U. S. Soil Conservation Service since that agency's entire work is aimed at the same objective. They also get help from other federal agencies, from state departments, from chambers of commerce and civic clubs, from bankers and merchants—and from newspapers and radio stations.

To get soil conservation work done in any community, the landowners first must be interested. They must see the benefits of doing the work, for it requires time, effort and some cash investment. They must be interested enough—sold well enough, in other words—to carry the program through to completion and to keep it op-

erating after the measures are established.

Benefits? Most any farmer who has established his program will gladly point out the benefits to himself and his family. But already there are entire communities in almost every section of the nation in which the widespread practice of soil conservation has made a marked change in the community life, making possible better business for the towns and villages, new homes and household comforts, better churches and educational institutions, and the blessings that a feeling of security brings. In such is the pudding's proof.

HOW can newspapers help? There are a number of ways. Information on district activities, if the newspaper is in a district, is helpful. Stories on farmer experiences in practicing soil conservation are tops in stimulating interest. Editorials, cartoons, columns—all contribute to the speed of the program. I have a file of soil conservation special editions that have cheered business offices. Advertisers are asking for soil conservation copy.

If there is no soil conservation district operating in the area, there more than likely should be. An editor is in splendid position to awaken landowners to the opportunity. The paper can help farmers and ranchers immeasurably with organization plans and problems. Of course, it means that the editor must investigate for himself the need for a soil conservation district, and the benefits that would come from it.

If a district is in operation there is an unlimited flow of news available on the work of the district among farmers and ranchers. In many instances, landowners must work in groups to solve common problems. In nearly every case they find it convenient to join in their purchases of

[Continued on Page 14]

C. A. Fisher, SDX Founder Dead at 62

(Editor's Note: This biography of Dr. Charles A. Fisher was written for THE QUILL by Harold M. Wilson, (Michigan '42), assistant editor of the Michigan Alumnus.)

DR. CHARLES A. FISHER, one of the ten founders of Sigma Delta Chi at DePauw University on April 17, 1909, succumbed to a heart attack in Chicago last March 30.

One of the nation's foremost leaders in adult education, Dr. Fisher had spent the last twenty-two years at the University of Michigan's extension service. In 1937 he became director of the service and was a guiding force in expanding the organization to its present widespread scope in the adult educational field.

He recognized fully the value of journalism in education, and for many years had been director of *The Extension Service News* of the University of Michigan, a publication mailed throughout the nation.

Born in Huntington, Ind., on July 3, 1885, Fisher received his preparatory education in the public schools of that city. In 1910, after helping Sigma Delta Chi through its first year of life, he was graduated from DePauw with a Bachelor of Arts degree. Later he received the degrees of Master of Arts from Columbia University and Doctor of Philosophy from Michigan.

Dr. Fisher was active in the National University Extension Association, representing more than 60 universities and colleges, and served in 1944 and 1945 as its President. During the past year he was the chairman of that organization's Committee on Appraisal of University Extension in Adult Education.

He was a member of the Michigan State Committee on Juvenile Delinquency, the Michigan Education Association, the National Educational Association, and the Foreign Policy Association.

From 1932 to 1935 Fisher was a member of the Ann Arbor board of education, and from 1938 to 1940 he was vice-president of the Michigan Congress of Parents and Teachers. He was a member also of Phi Delta Kappa, Delta Kappa Epsilon, the Masonic Lodge, the American Sociological Society, the Academy of Political and Social Science, the Board of Directors of the Economic Club of Detroit, the University Club of Ann Arbor, and a past-President of the Ann Arbor Kiwanis Club.

Dr. Fisher was active in church affairs, acting as a delegate to the Jurisdictional Conference, Methodist Church, in 1947, and as a delegate to the General and Jurisdictional Conference in 1948.

One other founder of the fraternity, Gilbert Clippinger, has died in the thirty-nine years since Sigma Delta Chi was first announced on the DePauw campus. The other eight are active in journalism or closely allied fields, all with successful records, several with national prominence.



1885—DR. CHARLES A. FISHER—1948

Richards

[Continued from Page 5]

to the contention that only a privileged few could have liens on radio frequencies—liens made possible by government fiat. But now, there are more broadcasting stations in the United States than there are daily newspapers.

YOU can become a broadcasting station operator, if you have enough money. Perhaps that's all that keeps you from being a publisher. But if you have the money, and seek a choice—pick newspapers. Because in radio you will not, at the present time anyway, be free to take your place as a medium of free expression.

THE effect of the Mayflower decision, regardless of its exact meaning (which has been in doubt ever since 1941), was to proscribe station management or ownership taking the air in support of or opposed to issues of the day.

Commentators editorialize (as do columnists in newspapers).

There is plenty of editorializing in forums and discussions (as there is in "opinion roundups" and letters to the editor in newspapers).

But there the parallel ends. A major premise in a free press is the owner or editor's right to express his newspaper's policy on the editorial page. The only person who cannot editorialize on a broadcasting station is the man who owns one.

Yet about thirty per cent of the stations

in America are owned by people who own newspapers—people who can print for the public what they think, but cannot say for the public what they think.

This was the specific issue—not the broad issue—before the Federal Communications Commission when the ASNE met in Washington. Responding to requests by broadcasters, led by the president of the National Association of Broadcasters, Justin Miller, the FCC had reopened hearings on the Mayflower case.

Indeed, as Nat Howard faced east at the Statler Hotel and urged his editorial associates to fight for free expression throughout the world, he stated an opinion which he could not have expressed over a broadcasting station he himself owned. The issue was in balance just to the west of him.

JUDGE Miller, the NAB president who has led the fight for radio freedom on a parity with the press, told the Commission at those hearings: "... the conclusion is inescapable that the Commission establishes the policy for the expression of opinion over the facilities of broadcast licensees, not because it believes their policies create a clear and present danger to the public, but because it believes that its policy is better. It abridges their speech, not because it is clearly and presently dangerous, but because it does not tolerate it. What it does not tolerate, it seeks to prevent. This is an abridgement of speech forbidden by the First Amendment."

[Concluded on Page 12]



PROFESSIONAL CHAPTER INSTALLED—John M. McClelland Jr. (left) national secretary of Sigma Delta Chi, presents the charter of the Seattle professional chapter to its officers. They are (left from McClelland) Secretary Al Hill, Boeing Airplane Co. news bureau chief; President Jim Hutcheson, Associated Press, Seattle, and Vice-President Elmer Vogel, Tacoma AP.

New Chapter Installed At Seattle

THE Seattle professional chapter of Sigma Delta Chi received its charter recently, more than 12 years after it was first approved by the national fraternity in 1935.

Presentation of the long-awaited shingle was made by John McClelland Jr., national secretary and editor of the *Longview Daily News*, at a combined chartering and initiation banquet co-sponsored by the undergraduate members of the fraternity at the University of Washington.

Ceremonies got underway with the initiation of 14 undergraduates and one professional member in the "Pa" Kennedy room of the journalism building at Washington. Gordon Parker, president of the undergraduate chapter, and Charles Keim conducted the meeting, following which Sol Lewis, editor and publisher of the *Lynden (Wash.) Tribune*, first initiate of Sigma Delta Chi at Washington and past national president of the organization, made the welcoming address.

Undergraduate initiates were: Robert Reed, whose first published article, "My Dog is Delinquent," appeared in the *April Esquire*; Denzil Walters, the University of Washington *Daily's* traveling convention correspondent; Bud Hurwitz, *Daily sports*

columnist; John S. Doherty, Ray Puddicombe, John Richardson, Ralph Perry, Al Perrin, Robert Stein, Red McCormick, Pete Hayes, William Bannick and Charles Moore, all reporters and journalism majors at Washington.

L. G. Shanklin, the professional initiate, was graduated from Washington in 1923, and is assistant city editor of the *Tacoma News Tribune*.

Speakers at the banquet following included: Paul Harvey, one of the founders of Sigma Delta Chi at the University of Kansas, now news editor of the *Tacoma News Tribune*; Prof. Merritt Benson of the journalism faculty at Washington, and the dean of the school of journalism, Harold P. Everest who introduced other faculty members attending.

Featured on the program was a debate between By Fish, *Seattle Times* columnist, and Elmer Vogel of the *Tacoma Associated Press* bureau. Merits of the two cities were argued "heatedly" with no decision resulting. Ernie Knight, executive editor of the *Tacoma News Tribune*, introduced a 14-man delegation of Tacoma newspapermen who came to Seattle for the installation.

The new Seattle charter was received by the president of the chapter, Jim Hutcheson, Seattle Associated Pressman and former Pacific correspondent; Al Hill, secretary-treasurer and news bureau manager at the Boeing Airplane company, and Elmer Vogel, vice president, Tacoma AP man.

Co-operation between the undergraduate and professional chapters in Seattle will continue, with plans going ahead for joint sponsorship of a Washington daily newspaper symposium expected to draw

editorial workers from the major dailies in Washington.

One group of members of the new chapter meet informally every morning at the Boeing Airplane Company. Seven of the eight writers on the Boeing public relations staff are active members of Sigma Delta Chi.

A large portion of the credit belongs to Harold Mansfield (Washington '34), head of the department, who has thus shown his confidence both in Sigma Delta Chi and in the University of Washington. Out of a total of 12 members of his department, eight are Washington graduates.

Professional members and Washington graduates currently on the Boeing staff, besides Mansfield, include Carl Cleveland, advertising manager; Al Hill, News Bureau manager; Jim Douglas, editor of *Boeing Magazine*; Gordon S. Williams, assistant News Bureau manager, and Peter Bush, News Bureau staff assistant, and Louis R. Huber, *Boeing Magazine* staff writer, and the eighth Washington alumnus is Reynolds Phillips, assistant to the Boeing publications manager.

Albert P. Schimberg (Marquette '23), associated editor of the Milwaukee *Catholic Herald-Citizen* and author of the recent Catholic best-seller, "The Story of Therese Neumann," was presented with the 1948 Byline Award of the Marquette university college of journalism. The award is made annually to an alumnus who has distinguished himself in the field of journalism.

Robert J. Goetz (Marquette '31), has joined the journalism teaching staff of his Alma Mater.

THE BOOK BEAT

By DICK FITZPATRICK

AS a result of solving wartime problems, the use of motion picture film for other than entertainment purposes was greatly extended.

It was found that films would sell bonds. Motion pictures were also used to cut down a.w.o.l.'s. Films could be used in pilot training to present combat situations. Films could be used to train people, more expertly and more quickly than any other method of instruction.

Films of this type generally come under the category of documentaries. One of the leaders in the development of this type of film is John Grierson, whose views are now available in "Grierson on Documentary" (New York: Harcourt-Brace Company, \$3.75.)

This 324-page book is a collection of 24 of Grierson's speeches and articles. They are prefaced by a 22-page introduction by an English film expert, Forsyth Hardy, who gives Grierson's life and the development of his interest in this channel of communication. The book is enhanced by an extensive index and a set of American notes.

In the first section of the book, Grierson discusses the events that took place before the development of the documentary film as it is now known. He next discusses the founding of the documentary move-

ment. His 12-page chapter on the first principles of the documentary film is very instructive, particularly for those who are interested in this form of communication from an over-all point of view.

The next section of the book deals with the achievements of documentary film.

During the war, Grierson was director of Canada's Film Board. His four writings, dealing with the documentary film during wartime, are particularly interesting. Mr. Grierson has some novel ideas on propaganda, which he discusses in an 11-page chapter.

His propaganda views are extended in the next section of the book, when he discusses education. One of the four pieces in this fifth section deals with propaganda and education.

The last section deals with the future of the documentary film and discusses in particular the use of films by the International Labor Office.

Grierson's book is very stimulating. As he points out in his foreword, these selections were written over a number of years and his views on certain subjects have changed.

However, for anyone interested in the field of communication, Grierson's book is essential. Since he is one of the fathers of the movement, the book should be in all journalism libraries.

ANOTHER channel of communication—though it often is not considered such—is the funnies. Coulton Waugh has written a fascinating history of this phenomenon of American journalism in "The Comics" (New York: The Macmillan Company, \$5.00.)

This book is profusely illustrated with sample strips from the beginning of the funnies in 1896. The author traces the development of them and trends to the present. Discussions are grouped according to type. The last chapter deals with comic books. This 360-page book is indexed.

If one is not interested in the comics as a part of American journalism, the book is still interesting because it gives information on originators of strips and what the thinking is behind their particular creatures of the funny papers. The stories behind comic strips are often more interesting than even the top adventures of Terry and the Pirates, more realistic and human than the adventures of Blondie and Dagwood, or more humorous than Popeye.

Frank Colby, the newspaper columnist on correct usage, has gotten together a new edition of his book, "The Practical Handbook of Better English" (New York: Grosset and Dunlap, \$1.00.)

Colby's book makes an exceptional reference volume and, strangely enough, is a book on grammar and usage that can be read and not studied. Parts of it are taken from his daily column. It's a good book to have on your desk.

Richards

[Concluded from Page 10]

Judge Miller was a justice of the United States Circuit Court of Appeals—second highest in the land—for eight years before taking his present position. He is a recognized authority on Constitutional law, formerly dean of two law schools—Stanford and Duke. He was speaking to a seven-man commission composed of four lawyers, two engineers and one newspaperman. (The latter, Wayne Coy, is FCC Chairman and a former Indiana publisher.)

William J. Scripps of Detroit testified. He said: "Being essentially a newspaper man, in the third generation of a family which has published a great metropolitan daily since 1873 when my grandfather founded the Detroit News, the freedom of the press is something I believe in just as firmly as I believe in God and in democracy."

"That feeling I have carried over with me into radio. I want to set forth, based on my experience in radio, why I think it is equally fundamental that both the press and radio should properly enjoy all the blessings conferred on our people by the First Amendment to the Constitution of the United States."

OPPPOSED to the idea of radio's freedom to express opinion on a parity with the press were such organizations and individuals as the Voice of Freedom Committee; Joseph A. Beirne, president of the Communications Workers of America; the American Civil Liberties Union; Saul Carson, radio columnist for

The New Republic, and Charles Siepmann, New York University faculty member and former BBC employee.

The burden of their testimony seemed to sum up to this: A broadcasting license is a special privilege granted to an individual by the government; broadcasters are not intelligent enough to editorialize (this from a columnist for a liberal publication); broadcasters would not give "the other side" a chance to answer; broadcasters would eliminate commentators with whose views they differed.

Again, apply this thinking in a newspaper shop. Do publishers always agree with their columnists? Are editors too stupid to editorialize? Do newspapers fail to give both sides of the story?

Rex Howell, general manager and part owner of KFXJ in Grand Junction, Colo., startled the Commission in his testimony. He told the body, on cross examination, that he had been broadcasting editorials for seven years in defiance of regulations. He testified that he had transcriptions of some of these editorials with him which he would be glad to play back on request. He wasn't asked.

One question was put to Mr. Howell. "Did you give the other side a chance to answer?"

"Well," said Mr. Howell, "in that campaign I conducted against houses of ill fame, I didn't think it was necessary."

It is pertinent, and perhaps encouraging, that Mr. Howell's activity has not been challenged.

AS a matter of fact, by the time this article appears, it may be possible that the Commission has reversed itself and acknowledged broadcasting's

freedom on a parity with the press.

If it does, it will have recognized an historic precedent, established when Andrew Hamilton spoke in behalf of Peter Zenger: "Withal, blessed be God, I live in a government where liberty is well understood, and freely enjoyed; yet experience has shown us all (I'm sure it has me) that a bad precedent in one government is soon set up for an authority in another and therefore I cannot but think it mine, and every honest man's duty that (while we pay all due obedience to men in authority) we ought at the same time to be on our guard against power wherever we apprehend that it may affect ourselves or our fellow-subjects."

Presently 13 per cent of the total American "air time" is devoted to news. When one matches daily serials against continued stories and comic strips, letters to the editors against forums and discussions, the front page against newscasts, women's features on the air against women's pages in the newspaper, weather reports against weather "ears," spot announcements against classified ads and program commercials against display ads, there's little difference between the daily newspaper and the daily broadcasting station—except in manner of presentation and the fundamental disparities in freedom. There are now 3,090 broadcasting stations in America licensed and/or operating and 2,001 daily newspapers.

Set aside restrictions on radio's right to editorialize and the legion of the press which has fought these many years against all inroads to free expression will be bulwarked by a medium which is heard daily in 95 per cent of our American homes.

Son Succeeds Father as T.C.U. Journalism Head

PAUL O. RIDINGS, president of Ridings & Ferris, Chicago public relations firm, has been appointed head of the journalism department and director of publicity at Texas Christian University to succeed his father, J. Willard Ridings, who died suddenly at the age of 53 in March.

A pioneer in Southwestern college journalism and publicity activities, Willard Ridings founded both departments at T. C. U. and headed them for 21 years. He was a former president of the American College Public Relations Association and the Southwestern Journalism Congress.

Paul Ridings' agency, which he organized three years ago, will be merged with William R. Harshe & Associates of Chicago. His entire staff will remain intact with Harshe, and Ridings will become a director and stockholder in the Harshe organization.

Ridings' move to T. C. U. will not only enable him to carry on his father's work but will take him back both to his alma mater and to college journalism and publicity. A journalism graduate of T. C. U. with a master's degree in journalism from the University of Missouri, he was public relations and journalism head at Midland College, Fremont, Neb., and then Illinois Institute of Technology, Chicago, prior to founding his own firm.

He and his father became the first and only father-son combination in college journalism and publicity circles when he assumed the Midland post in 1940 after editing the Ennis (Tex.) *Daily News* and working on other Texas newspapers.

Currently serving as president of the Chicago chapter of the National Association of Public Relations Counsel, Paul is also a director of the Publicity Club of Chicago and a national director of the newly-formed Public Relations Society of America.

"Like father, like son" has been the theme of young Ridings' career. His first newspaper job was as a printer's devil on a newspaper which his father had once edited, the Linneus (Mo.) *Bulletin*. When he received his master's degree from Missouri, from which school his father received both B.J. and M.A. degrees, as well as having been a member of its faculty, he became the first "legacy" of its journalism graduate school.

Both belonged to the same social fraternity at Missouri—Delta Upsilon—as well as Sigma Delta Chi.

Stanford Sets Up Journalistic Institute

ESTABLISHMENT of the Stanford University division of journalism as the Institute for Journalistic Studies has been announced by Acting President Alvin C. Eurich.

The new name, he explained, will describe more accurately the department's activities—especially research in the field of mass communications and the emphasis on graduate instruction.

THE QUILL for June, 1949



Paul O. Ridings

Dr. Chilton R. Bush, executive head, said the change in name was decided upon before the war at the time the division adopted a five-year curriculum. Immediately after the war, however, staff members felt an obligation to provide instruction for veterans at the expense of research.

Because students have devoted only 14

per cent of their study to courses in journalism, Stanford journalism faculty members have been able to devote a considerable proportion of their time to research. The change in name, therefore, does not mean any reduction in the teaching program, Dr. Bush said.

C. F. Weigle Named to Oregon Deanship

AN outstanding young educator in journalism, Clifford F. Weigle, (Stanford '29), has been named to the deanship of the University of Oregon's school of journalism. He will replace Dean George S. Turnbull, who retires June 30, after more than 30 years continuous service in the school.

Weigle has been on leave from Stanford university where he is an associate professor in the department of journalism. He is now at the University of Minnesota studying for his doctoral degree.

A graduate of Stanford university, Weigle has had experience both in editorial work and in circulation. For three years he was in the circulation department of the San Francisco *News*, from there going to the editorial department for five years. In 1934 he entered the journalism education field at Stanford university. During 1945 he was on the journalism faculty at Shrivensham American University, United States War Department, England.

Professionals for the Profession

ED DOOLEY
EXECUTIVE NEWS EDITOR



ED DOOLEY
Oregon State College

At Oregon State, Ed Dooley was college correspondent for a long list of metropolitan dailies and News Services . . . held major positions on the campus newspaper and the yearbook. Since then, he has taken a turn on almost every editorial job of a metropolitan newspaper.

A good basic education, plus well rounded newspaper experience, has taught Ed Dooley to determine news value . . . to give DENVER POST readers the news in its proper perspective.

THE DENVER POST

The Voice of the Rocky Mountain Empire

EDITOR AND PUBLISHER
PALMER HOLT

Conservation

[Continued from Page 9]

seed and fertilizer and in their use of equipment. Whatever they are doing is good copy and important to the whole area.

One editor who was in on the ground floor of the soil conservation movement is Walter Humphrey of the Fort Worth Press, (a former national president of Sigma Delta Chi). While he was editor of the Temple (Texas) Telegram, a soil conservation demonstration project was set up there. He watched the project, one of the government's tests of soil conservation measures, and he saw the benefits. His paper helped win farmer cooperation and heightened the interest of other organizations and groups.

Three years ago, as editor of the Press, Humphrey announced a soil conservation contest in his paper's circulation area. He found eager co-sponsors among firms who gave money for prizes. He climaxed the first year's contest with a dinner with prize money being awarded to farmers who had done outstanding soil conservation work, to businessmen who had helped, to school pupils who had written soil conservation essays.

The second year Humphrey made the contest cover the whole state—a good-sized hunk of contest territory. He divided the state into five zones with zone prizes in addition to the state awards. So successful was the contest that year that the two other Scripps-Howard newspapers in Texas, the Houston Post and the El Paso Herald, agreed to join with the Fort Worth Press in the promotion. Contests for daily and weekly newspaper editorial writers have been added.

THE Press contest, one of the first to be instituted in soil conservation, is now easily the largest in the nation. Other papers the country over have been asking for an outline of the Press' program. "In my opinion," Humphrey told me, "a newspaper cannot choose a project which will justify its existence and pay community dividends to a greater degree than to help this soil conservation program along. Its value can't be measured in dollars, although a successful promotion can't possibly fail to pay its way in prestige, readership and in income for the paper."

Bill Durham (Dallas Professional '46), the Fort Worth Press' regional editor, came with Humphrey to Fort Worth from Temple. He had written soil conservation news and features from the first down there. He took on the contest assignment for Fort Worth. In January the Texas Junior Chamber of Commerce chose Durham as one of five young Texans who had made outstanding contributions to the state during 1947, on the basis of this work.

Where can a paper go for information? If there is a district in operation, there is a district board of supervisors with a chairman, usually one of the leading farmers of the area. There are U. S. Soil Conservation Service offices, wherever districts are in operation. There are work unit staffs, groups of specialists who work with the farmers on the land in solving erosion and soil improvement problems. There may be a district conservationist, who is an employee of the U. S. Soil Conservation Service and who directs the work of staffs in one or more districts.



INITIATES AT SOUTH DAKOTA STATE—In front are three recent professional initiates (from left), Oscar Abel, SDSC journalism staff, Orrin Melton, newscaster for KSOO, Sioux Falls, and A. D. Evenson, SDSC instructor. Standing are undergraduate initiates William Ames, Keith Rahn and Gordon Berg.

Any one of these sources can explain local conditions and the local program.

If there is no local program yet, there are information offices in each of seven regional headquarters. A query may be addressed to Information Division, SCS Regional Headquarters, at Upper Darby, Pa.; Spartanburg, S. C.; Milwaukee, Wis.; Fort Worth, Texas; Lincoln, Nebraska; Albuquerque, N. M.; or Portland, Ore.

Any one of these sources will be glad to help with information on conditions, with hunches, contest plans, or even suggested ad copy.

The soil conservation task is a big one, and those who have given the problem much study say that most of it ought to be done without delay and that nearly all of it should be finished at the end of 20 years. It's an investment that pays dividends to owners and operators of land, to business, to communities—to everyone. It's a precaution against future want and national deterioration. It's a job that everyone—especially everyone who writes for a public information vehicle—can help accomplish.

Ben Yablonky (Northwestern '33), instructor at New York University since 1944, has been promoted to assistant professor of journalism. Yablonky, one of the co-authors of "Your Newspaper" published by Macmillan last winter, is a Chicagoan who worked on the Chicago Herald and Examiner and Sun before joining the staff of PM in 1943. In 1945 and 1946 he was a Nieman Fellow at Harvard University where he studied American history and collaborated in the writing of "Your Newspaper." He has been an editor

and writer of radio news scripts and has contributed articles to a number of magazines.

Bill Clark (Southern California '47), editor of Gas magazine, has been elected secretary of the newly formed Western Trade Editors Club at Los Angeles. Other members include E. Wallace Raabe (Southern California '41) and Robert C. Smith (Southern California '41).

Edward Weillepp (Northwestern '39) is managing editor of the Kansas Construction Magazine, new monthly publication for the building industry in the state, published in Topeka. Weillepp has been with the McPherson (Kansas) Daily Republican since 1949 except for four years of Naval service. At Northwestern he was a Sigma Delta Chi scholarship winner and chapter president.

Paul T. De Vore (Montana '25) and Roy S. Hodges have established the De Vore-Hodges Printing Co. in Spokane, Wash. Hodges has been editor and director of publications for the Federal Land Bank of Spokane after 20 years of newspaper and publicity work.

Position open as Director of Student Publications and Assistant Professor of Journalism. Eleven months' basis, three-quarters supervision and one-quarter teaching. Initial salary \$4,500, beginning September 1.

Address C. C. Todd, Dean, College of Sciences and Arts, State College of Washington, Pullman, Washington.

Do You Know Where Any of These Men Are?

First Class mail sent to the last known address of the following members of Sigma Delta Chi has been returned by the postoffice as unclaimed. Please notify National Headquarters, Sigma Delta Chi, 35 E. Wacker Drive, Chicago 1, Illinois, of any addresses known to you. Names are listed by chapters, and will be continued in later issues of THE QUILL.

OHIO STATE

Lewis F. Laylin
Stanley Backman
Paul W. Barnes
Edwin H. Peniston
Benjamin H. Riker
Theodore T. Toole
Edward S. Thomas
Ralph W. Jordan
John M. Strait
John A. McNamara
A. Bernard Bergman
Paul F. Haupt
Ralph H. Brown
W. Lawrence Watt
Carl V. Little
David W. Putnam
Robert E. Clayton
Leon A. Friedman
Stan D. Koch
Jack F. Pierce
Elliott Nugent
Herbert Beyer
Estle D. Leonard
Volney G. Applegate
Marion V. Bailey
Vernon K. Richards
J. Lionel Alloway
G. Raymond Fenner
Harold C. Blakeslee
Harry W. August
W. Prentiss Brown
Nelson H. Budd
Harlan W. Venrick
Walter W. Chamblin
Wilbur Burton
Dallas R. Tobin
Edward J. Demson
John P. Dorsey
Albert A. Bowman
Hayward M. Anderson
Wm. H. Mylander, Jr.
William H. Kight
Isadore M. Hyman
Gustus K. Bowman
B. Dave Iola
Thomas H. Revere
Robert E. Segal
Melvin K. Whiteleather
Rudolph L. Bellan
Albert H. Kelly
William S. Cunningham
Arthur E. Davis
Maurice M. Siegel
Fred E. Huls
Norman W. Lilley
Norman Siegel
Luis S. Quianio
Robt. Chas. Stafford
George A. Snodgrass
Clarence J. Doyle
Guy W. Spring
Bernard Wm. Dornbrier
J. F. Beaman
Marion O. Chenworth
Paul J. Steinberger
Charles F. Carson
James R. Rumble
W. D. Frazier
Richard D. Leahy
Thurston F. Sigman
David E. Riley
Bernard Schwartz
William Avrunin
E. Howard Claypoole
Robert M. Dockeray
Leon E. Mathews
Harry Volk
Clarence J. Bowler
Charles W. Phillips
Charles F. Garver
Norman N. Katz
John A. Benjamin
David K. Gottlieb
Melvin C. Koch
Warren A. Langham
Walter E. Taylor
Wayne W. Haapa
Robert O. Howard
Charles E. Egger
E. Frank Siedel
Robert A. Watson
J. Earle Suite
Thomas J. Wallace
James H. Schiefel
Richard I. Taylor
Edgar A. Shipley
Eugene B. Squires

James O'Boyle Burke
James Danner
Willard K. Hirsch
Paul Jacobs
John T. Norman
Clifton Williams
Donald E. Delone
J. Gordon Dietrich
Leslie George
Irving J. Gitlin
Phillip Goldberg
Joseph T. Johnson
A. Alan Schechter
Guy Hickock
James Joseph Uhl
Earl Simons
Cecil M. Stewart
Robert Boich
Edward Glick
Wayne W. Lydick
Howard G. Stevenson
Jay G. Geisel
Matthew B. McCormick
Billy R. Berry
Stanley B. Krenitz
Russell M. Needham
Don E. Weaver

OKLAHOMA

Homa Wood
Earl Foster
Raymond A. Tolbert
Seward R. Sheldon
W. E. Goe
Leonard M. Logan
Harry M. Scott
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